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### **WAYNE BROWN INSTITUTE HAILS THREE UTAH COMPANIES NAMED AS RED HERRING NORTH AMERICA 100 2008 FINALISTS**

*@task, Control4 & Sendside Networks Among Techno-Entrepreneurial Magazine's Selection  
of Companies Driving the Future of Technology*

**SALT LAKE CITY—April 15, 2008** —Non-profit venture accelerator Wayne Brown Institute today recognized three Utah-based technology companies — @task, Control4 and Sendside Networks — named as finalists for the Red Herring 100 Award, an annual juried selection of the most innovative private technology companies based in North America. From among 800 entries, three Utah companies were selected as finalists by Red Herring's editorial board, which surveys the entrepreneurial scene throughout North America. Red Herring, acknowledged as a known leader in finding and advocating the most promising tech startups, will reveal its Top 100 award recipients during a mid-May ceremony in San Jose, Calif.

Orem-based @task is a comprehensive, Web-based project and portfolio-management package available as a locally installed server-based product or a hosted service ([www.attask.com](http://www.attask.com)). Control4, headquartered in Salt Lake City, makes whole-home automation a practical option for any residence by providing one-touch control of both new and existing electronic systems in the home ([www.control4.com](http://www.control4.com)). Salt Lake City-based Sendside Networks is a communications software and services company that has developed the network for When it Matters® — the Sendside Network, the first viable solution for the secure electronic delivery of important, confidential, or private information that cannot be sent through regular email, and is currently sent via US Mail, overnight courier, fax or messenger ([www.sendside.net](http://www.sendside.net)).

According to Wayne Brown Institute (WBI) President Brad Bertoch, "Utah is holding its own in terms of serving as a formidable base for starting a technology company. These three startups named by Red Herring are well deserving of this recognition. And we are extremely pleased to have among the finalists one of our very own portfolio companies Sendside Networks. Sendside's Founder and CEO William Borghetti is currently an Entrepreneur in Residence at the Wayne Brown Institute. Also, Control4 is an alumni company of the Institute, having first presented at WBI's Investor Choice Conference in 2004."

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“We can see the exciting evolution of the technology sector reflected in the quality and variety of exceptional companies that we had to choose from in putting our list together,” said Joel Dreyfuss, editor-in-chief of Red Herring. “It was tough to choose just 200 finalists from such a large list of excellent contenders, and we are very happy with the quality of the companies we selected as finalists.”

The 100 winning companies will be announced at the Red Herring North America event. The CEOs of the winning startups will present their innovative ideas and technologies to an audience of leading entrepreneurs, financiers, and corporate strategists at the event in San Jose, Calif., May 12-14, 2008. This year’s Red Herring 100 North America event marks the 11th anniversary of the Red Herring 100 Awards. In celebration, the event will feature keynote addresses from legendary VC investors and CEOs of leading Internet, information, and communications companies ([www.redherring.com](http://www.redherring.com)).

#### **ABOUT THE WAYNE BROWN INSTITUTE**

Located in Salt Lake City, the Wayne Brown Institute is the oldest, most successful non-profit venture capital accelerator in the world and was formed in 1983 by Dr. Wayne S. Brown. It seeks to educate early-stage companies through mentor-based training in the methods of becoming attractive, viable investments for venture capitalists, while creating value-added relationships between entrepreneurs, capital providers and key professionals specializing in equity-backed business. The Wayne Brown Institute is nationally recognized for its expertise in understanding and applying the venture capital funding processes of Silicon Valley to areas that are capital constrained ([www.venturecapital.org](http://www.venturecapital.org)).

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